

Buy Detail Report

Date: 6/15/2022

Client: 1818 PAC **Estimate:** 14721
Media: TV
Product: 2022 **Flight Start Date:** 6/21/2022 03:00 AM
Market: Quincy **Flight End Date:** 6/27/2022 02:59 AM
Primary Demo: Adults 55+
Separation between spots: 30 **Buyer:** REMG Media Assistant

| Line No | Daypart Program | Daypart Code | STN Gross | Days Dur | Tue 6/21 | Wed 6/22 | Thu 6/23 | Fri 6/24 | Mon 6/27 | Total Spots | Adults 55+ Rtg/CPP | |
|-----------------------------|---|--------------|------------------|----------|----------|----------|----------|----------|----------|-------------|--------------------|---------|
| Quincy | | | | | | | | | | | | |
| GGEM-TV | | | | | | | | | | | | |
| | | | Affiliation: FOX | | | | | | | | | |
| 31 | MTuWThF 6:00p- 6:30p SEINFELD CS-May/2022 | PA | \$50.00 | 30 | 1 | 1 | 1 | 0 | 0 | 3 | 0.8 \$62.50 | |
| 32 | MTuWThF 6:30p- 7:00p BIG BNG THEORY CS-May/2022 | PA | \$75.00 | 30 | 0 | 1 | 1 | 1 | 0 | 3 | 1.7 \$44.12 | |
| 33 | M 7:00p- 8:00p Don't Forget Lyrics CS-May/2022 | PT | \$550.00 | 30 | 0 | 0 | 0 | 0 | 1 | 1 | 3.0 \$183.33 | |
| Total Spots: | | | | | 1 | 2 | 2 | 1 | 1 | 7 | | |
| Total GRP/GIMP(000): | | | | | 0.8 | 2.5 | 2.5 | 1.7 | 3.0 | | 10.5 | |
| Total CPP/CPM: | | | | | | | | | | | | \$88.10 |
| Total Cost: | | | \$925.00 | | | | | | | | 7 | |

Buy Detail Report

Summary by Station/System

Date: 6/15/2022

| | |
|-------------------------------------|--|
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| Station | Total Spots | STN Gross | PCT | Adults 55+ | |
|----------------------|-------------|-----------|------|------------|-----------|
| | | | | CPP | GRP PCT |
| GGEM-TV | 7 | \$925.00 | 100% | \$88.10 | 10.5 100% |
| Market Total: | 7 | \$925.00 | | \$88.10 | 10.5 |

Buy Detail Report

Summary by Market

Date: 6/15/2022

Client: 1818 PAC

Estimate: 14721

Media: TV

Product: 2022

Flight Start Date: 6/21/2022 03:00 AM

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Primary Demo: Adults 55+

Separation between spots: 30

Buyer: REMG Media Assistant

| Market | Total Spots | STN Gross | PCT | Adults 55+ | |
|------------------------|-------------|-----------|------|------------|-----------|
| | | | | CPP | GRP PCT |
| Quincy | 7 | \$925.00 | 100% | \$88.10 | 10.5 100% |
| Estimate Total: | 7 | \$925.00 | | | 10.5 |